

## From Breast Cancer Diagnosis to Action

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- I. In the beginning
  - a. Diagnosis, treatment
  - b. Why? What did I do?
    - i. Individual-level exposures
    - ii. Blame/shame culture
  - c. The search for more answers
    - i. Culture shift
    - ii. Awareness→Action
- II. Environmental exposures
  - a. Ubiquitous, impossible to avoid
  - b. Multiple windows of development
  - c. Stress, fear, lack of control
  - d. Spectrum of responsibility
    - i. Who has the burden to keep me safe?
  - e. Lowering personal exposure
- III. Re-think the Pink
  - a. Messaging, communication
  - b. Language, culture
- IV. Moving forward
  - a. Acting as an ambassador
  - b. Ask questions, demand answers
  - c. Motivation
    - i. Fear→Outrage
    - ii. Love
  - d. Re-thinking prevention
    - i. Shift the burden
    - ii. Get to the root
    - iii. Re-claiming power

